



# OST/SOUTH UNION PARKS PROJECT

STAKEHOLDER MEETING #2 – SEPTEMBER 30, 2020



# OST/SOUTH UNION PARKS

## AGENDA:

- Welcome
- Review Agenda and Meeting Goals
- Project Update -
  - Research and Assessments
  - Outreach
  - Proposed next steps/future projects
- Area Stakeholder Projects updates
- Breakout Session - feedback
- Wrap-up / Next Steps

## GOALS:

- Update attendees about the project progress
- Summarize where we are and what we've learned
- Communicate next steps and ask for input and feedback to inform next steps
- Inspire continued stakeholder involvement

A COMMUNITY-CENTERED PLAN TO ENHANCE AREA PARKS AND CREATE A NEIGHBORHOOD PARK NETWORK

## OST/SOUTH UNION PARKS PLAN

A collaboration between:  
**Houston Parks Board**  
OST/South Union GO ARTS Team  
Urban Planning and Environmental Policy Department  
at Texas Southern University  
Houston Parks and Recreation Department  
Supported by:  
OST/South Union Civic Leaders

UN PLAN CENTRADO EN LA COMUNIDAD PARA MEJORAR LOS PARQUES DEL ÁREA Y CREAR UNA RED DE PARQUES DE VECINDARIOS

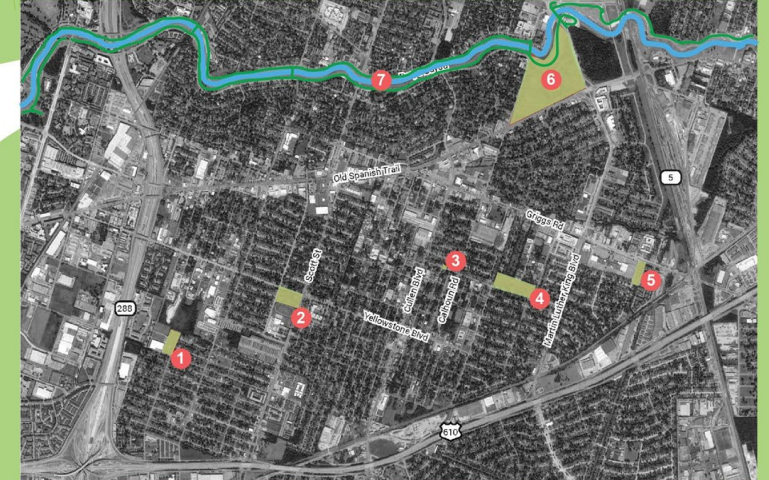
## OST/SOUTH UNION PLAN DE PARQUES

Una colaboración entre:  
**Houston Parks Board**  
OST/South Union GO ARTS Team  
Urban Planning and Environmental Policy Department  
en Texas Southern University  
Houston Parks and Recreation Department  
Apoyado por:  
Líderes cívicos OST/South Union

Hecho posible a través de una generosa donación de Local Initiatives Support Corporation (LISC)



- 1 ZOLLIE S
  - 2 GEORGE
  - 3 RESTOR
  - 4 HARTSFI
  - 5 PARK AT
  - 6 MACGRE
  - 7 BRAYS B
  - 8 OTHER C
- For more info  
Paulette Wag  
Lisa Graiff - H



- |                                    | CALENDARIO 2020                                    |
|------------------------------------|--|
| 1 ZOLLIE SCALES PARK               | Condiciones Existentes del Área Enero - Marzo      |
| 2 GEORGE T NELSON PARK             | Condiciones Existentes de los Parques Marzo - Mayo |
| 3 RESTORATION COMMUNITY PARK       | Participación de la Comunidad Marzo - Julio        |
| 4 HARTSFIELD ELEMENTARY SPARK PARK |  |
| 5 PARQUE EN PALM CENTER            |  |
| 6 MACGREGOR PARK                   |  |
| 7 BRAYS BAYOU GREENWAY             |  |
| 8 SUGERENCIAS COMUNITARIAS         |  |

Para más información contacte:  
Paulette Wagner - GO ARTS Team - paulettewagner@comcast.net  
Lisa Graiff - Houston Parks Board - lisa@houstonparksboard.org



# PARTNERS AND STAKEHOLDERS

## PARTNERS:

- LISC
  - Senchel Matthews
- NRCDC
  - Gwen Fedrick
- OST/South Union GO Arts Team
  - Paulette Wagner
- Houston Parks Board
  - Lisa Kasianowitz
  - Lisa Graiff
- TSU
  - Professor Sheri Smith
  - Chanelle Nicole Frazier
  - Elahe Roohbakhsh
  - Charles Young
- HPARD
  - Rubi Longoria
  - Daniel Khuat

## COORDINATING PARTNERS:

- Greater Southeast Houston Management District
- Restoration Community Church
- SPARK Parks
- City of Houston Departments
  - Planning
  - Complete Communities
  - Public Works
- Not for Profits
  - Bike Houston
  - Houston Bike Share
  - The Nature Conservancy
  - LINK Houston
  - BCycle
- METRO
- Southeast Houston Transformation Alliance
- Harris County

## COMMUNITY GROUPS:

- OST/South Union Super Neighborhood
- Agape Development
- Foster Place
- Grand Park
- La Salette Place
- MacGregor Palm Terrace
- MacGregor Trails
- Scott Terrace
- Southern Village
- South Union



# PROJECT PHASES

## LISC GRANT COMPONENTS:

To carry out Phase 1 of an Integrated Planning and Programming Study

## INTEGRATED PLANNING AND PROGRAMMING STUDY:

### Phase 1 – Information Gathering / Outreach - LISC Grant

- Why Neighborhood Parks are Important
- Existing Conditions Assessment
  - Neighborhood
  - Parks
- Identify Opportunities and Constraints
- Outreach / Park Stewardship Building

### Phase 2 – Analysis / Outreach - Funding TBD

- Information analysis
- Preliminary Recommendations
- Community Park Stewardship in action

### Phase 3 – Plan Development / Outreach - Funding TBD

- Updated Recommendations
- Cost Estimates
- Implementation Plan

PHASE 1 funded by  
LISC Houston



Innovative Project and  
Transformation Grant



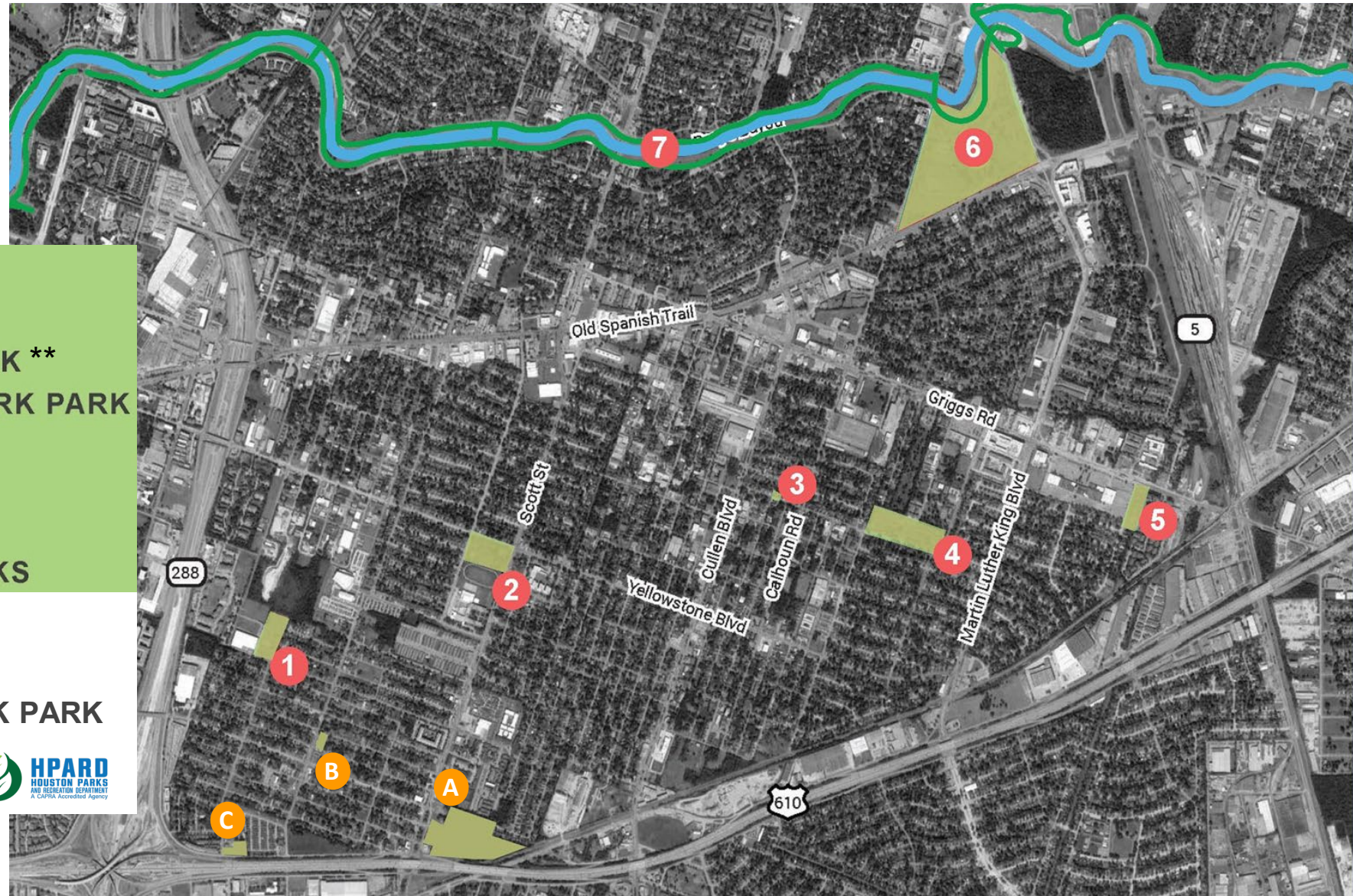
RESEARCH AND ASSESSMENT  
THE NEIGHBORHOOD PARK NETWORK

*TEXAS SOUTHERN UNIVERSITY*

# NEIGHBORHOOD PARK NETWORK

Includes all spaces the public can use as a park

- 1 ZOLLIE SCALES PARK\*
  - 2 GEORGE T NELSON PARK\*
  - 3 RESTORATION COMMUNITY PARK\*\*
  - 4 HARTSFIELD ELEMENTARY SPARK PARK
  - 5 PARK AT PALM CENTER\*
  - 6 MACGREGOR PARK
  - 7 BRAYS BAYOU GREENWAY
  - 8 OTHER COMMUNITY INPUT PARKS
- A BEECH-WHITE PARK\*
  - B CYRILL MADISON PARK\*
  - C WHIDBY ELEMENTARY SPARK PARK



\*Note: Information provided for these Houston Parks and Recreation Department Parks only.

\*\* Restoration Community Park has since changed location



# NEIGHBORHOOD PARK NETWORK

## **COMPONENTS:**

For a high-quality park network the following items need to be considered:

### **Neighborhood Level:**

- Connectivity between parks, school, and homes
- Park location (10-minute walk standard)
- Park quantity (acres per person)

### **Park Level:**

- Park quality
  - Amenities
  - Access
  - Safety and Maintenance
  - Aesthetics
- Park activities and programming

## **ALSO KEY:**

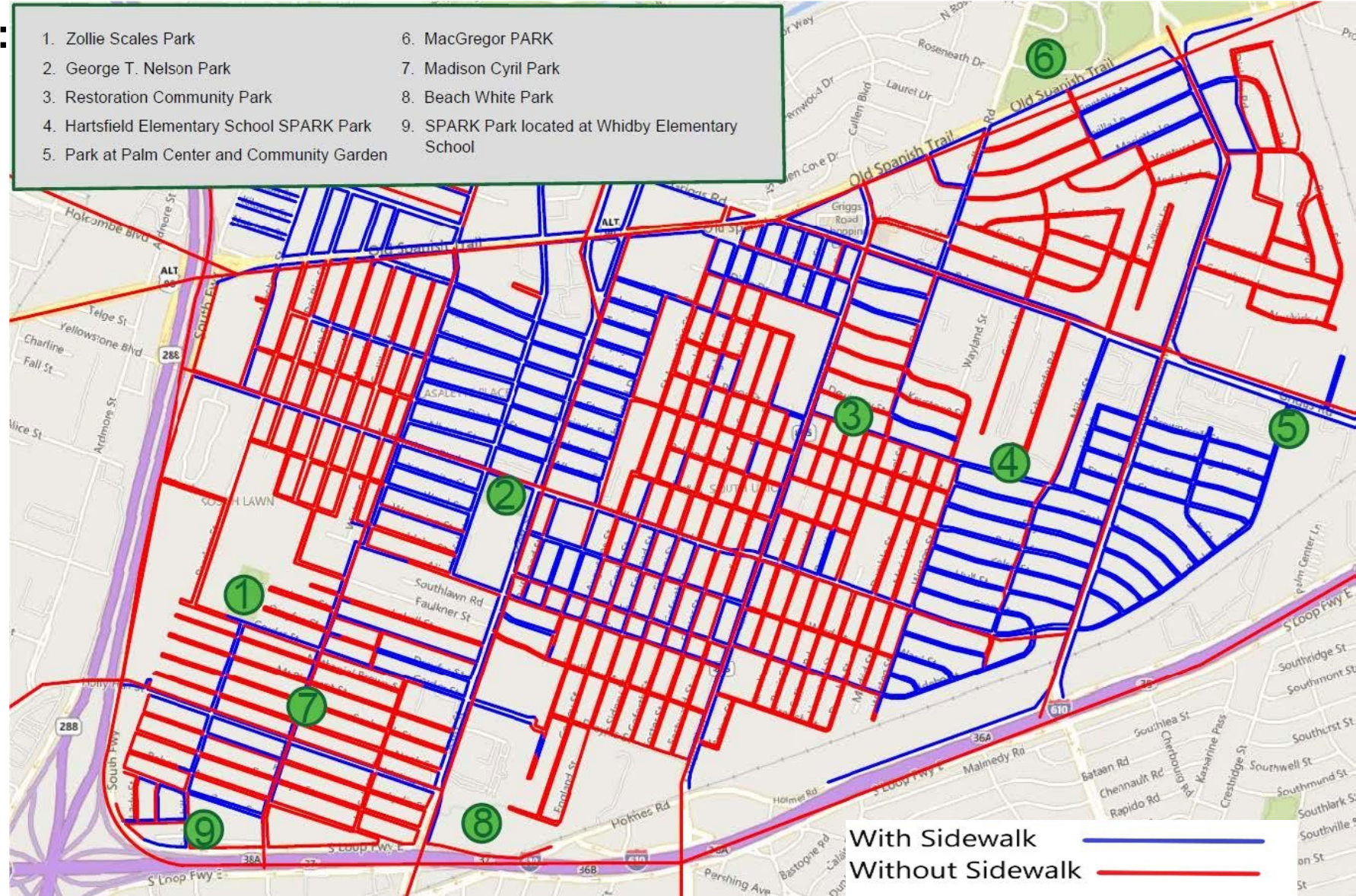
Community park stewardship

# PARK NETWORK - CONNECTIVITY

## 2018 Sidewalk Assessment:

- 30% had sidewalks on both sides of the streets,
- 10% had sidewalks on one side of the street, and
- 60% had no sidewalks at all.
- The condition of the existing sidewalks is fragmented. Many are cracked and buckled concrete slabs.

Coordination with City of Houston needed. Sidewalks near Zollie Scales Park, Cyril Madison Park, Beech White Park, Whidby SPARK Park, and Restoration Community Park.





# PARK NETWORK - CONNECTIVITY

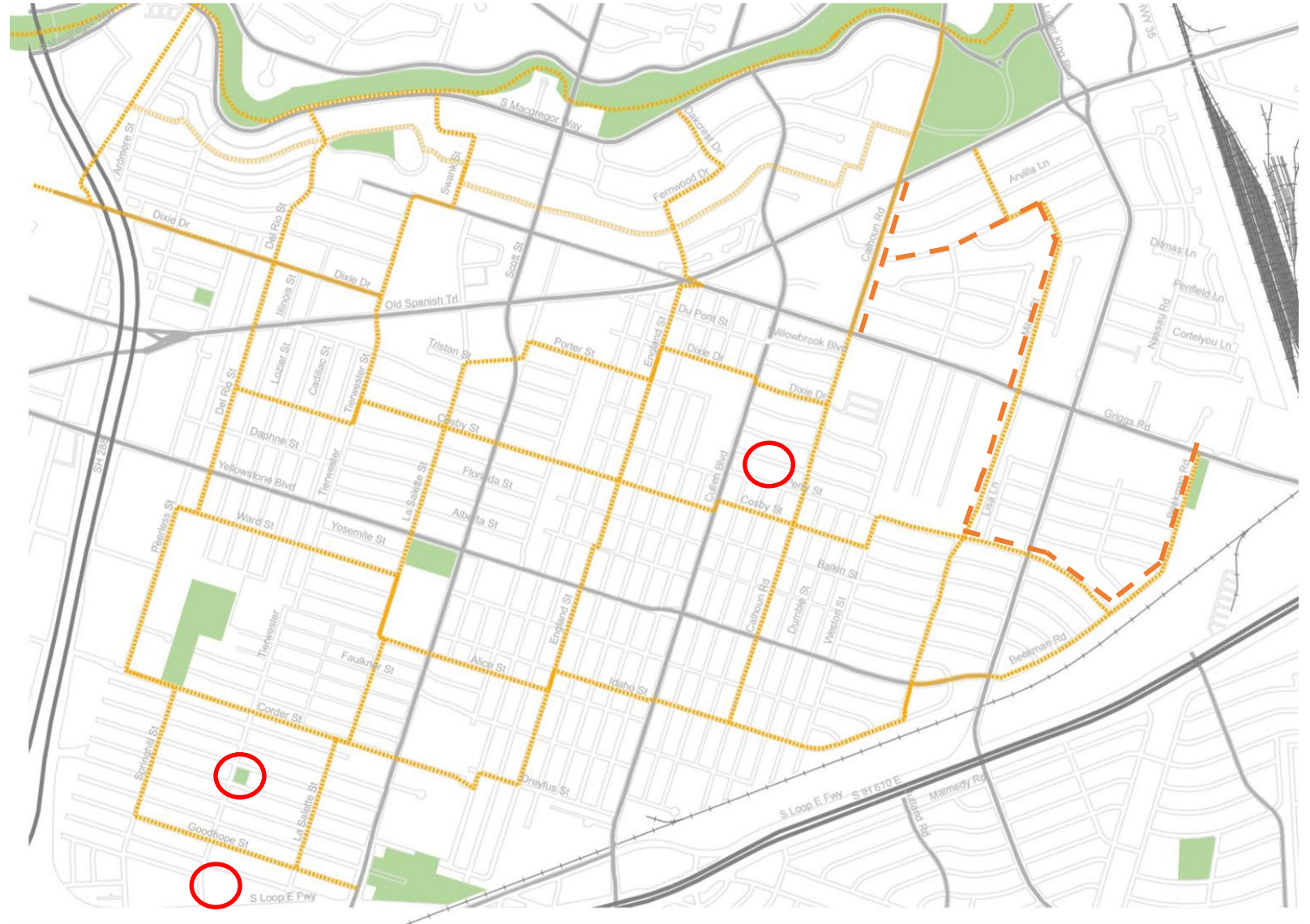


The Strollin' & Rollin' GO Team identified a number of neighborhood greenways.

Houston Southeast Management District is working on greenways between MacGregor Park and Park at Palm Center – Phase 1 indicated. - - - -

## RECOMMENDATION:

Think about connecting to Cyrill Madison, Whidby SPARK Park, and Restoration Community Park.

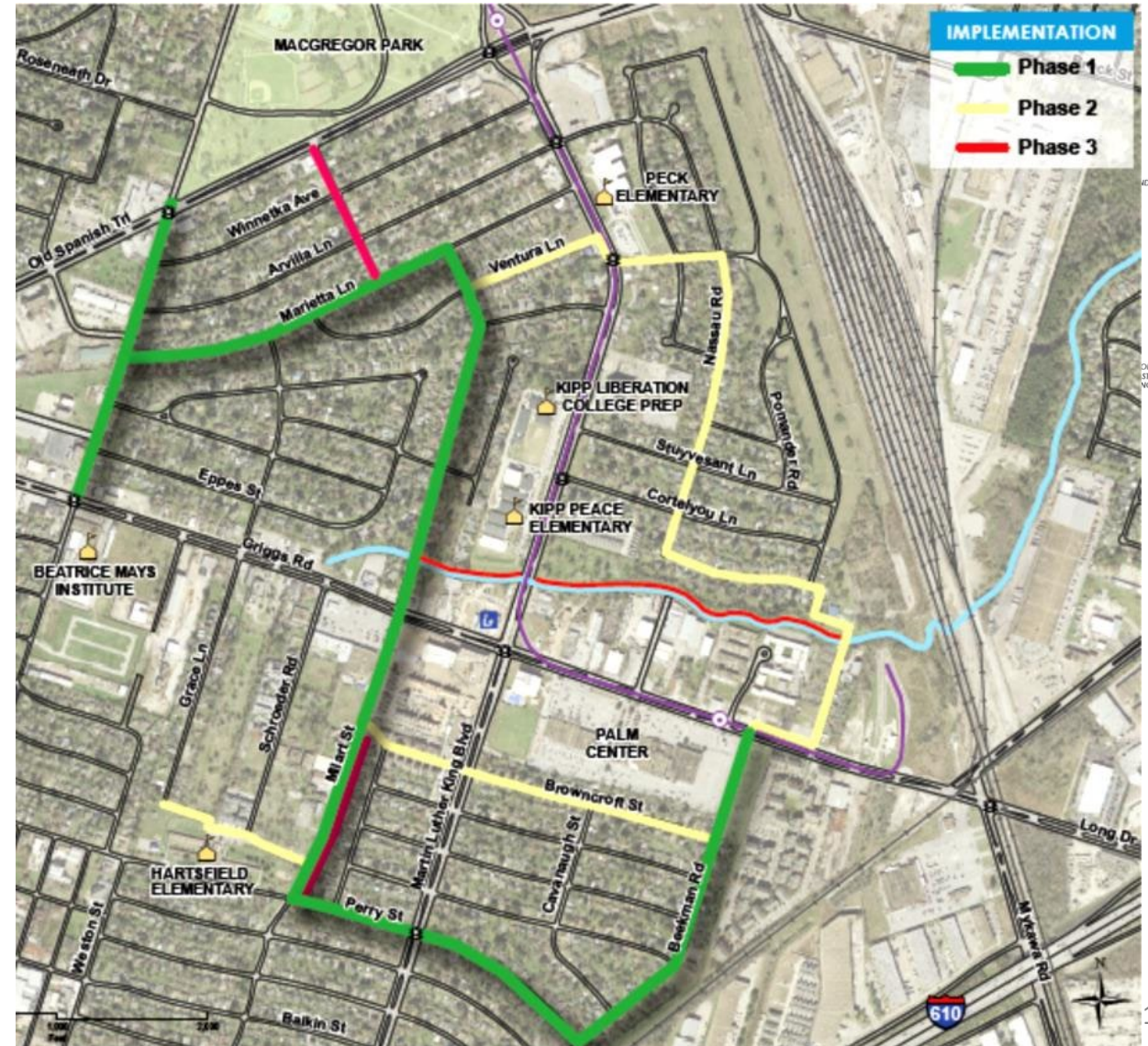




# CURRENT AREA PROJECTS - GREENWAY

## Neighborhood greenways connecting Palm Center to MacGregor Park

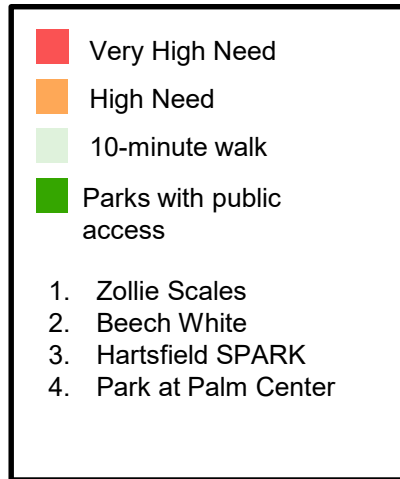
- Managed by the Greater Southeast Management District
- Three phases planned
- Phase 1 under construction
- Phase 1 Completion expected August 2020





# PARK NETWORK – PARK LOCATION

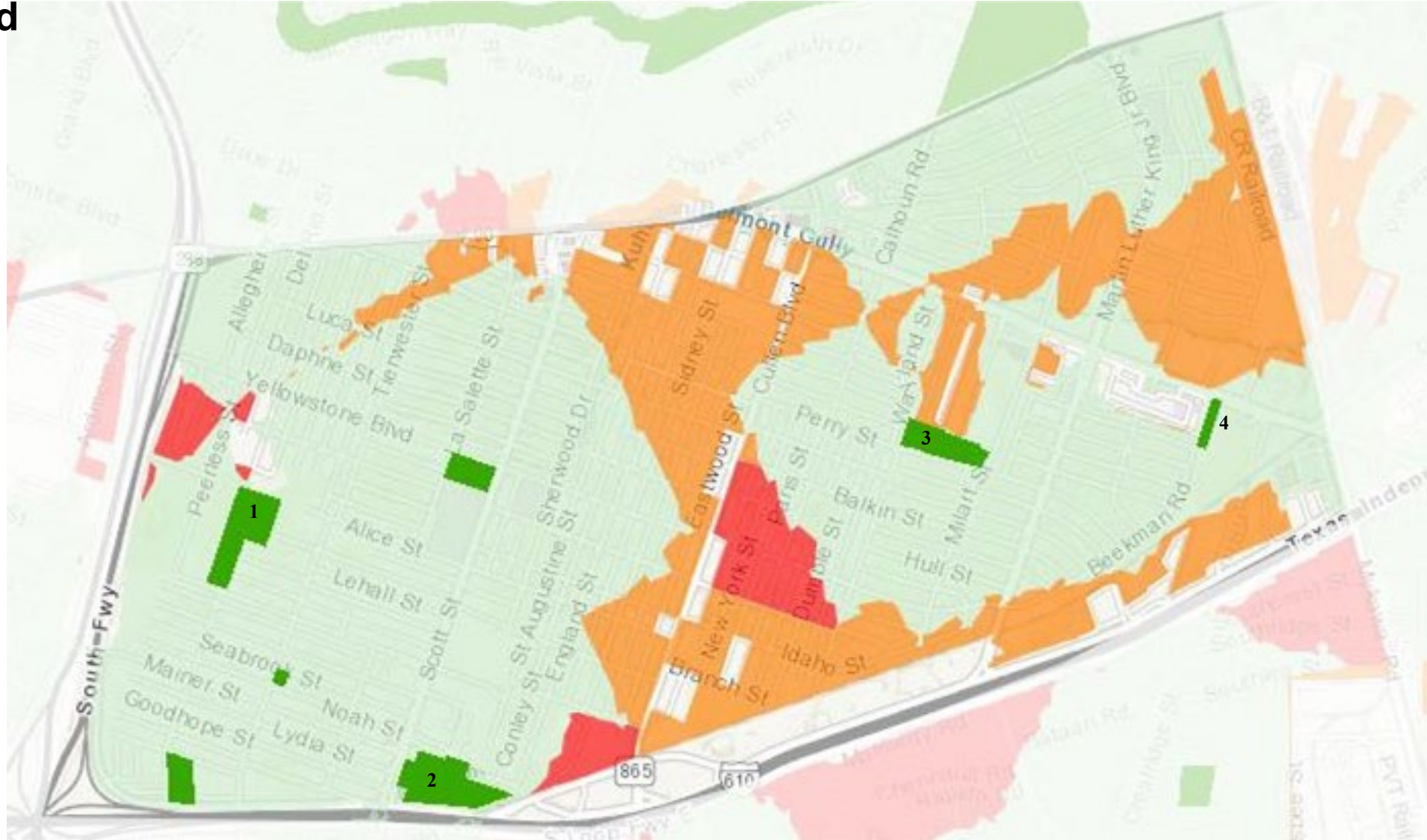
## Trust for Public Land Park Need Map:



### RECOMMENDATION:

Improve connections to existing parks

Create new park where access to existing park in 10-minute walk is not possible



# PARK NETWORK – PARK ACREAGE

## HPARD 2015 MASTER PLAN

### 2007 RECOMMENDATION STANDARDS (USED IN 2015 MP):

Pocket Park - 0.1 acres/1,000 people  
 Neighborhood Park - 1 acre/1,000 people  
 Community Park - 1.5 acres/1,000 people

### OST/SOUTH UNION POPULATION:

20,106 Residents  
 (2018 estimate per H-GAC demographic explorer)

### PARK NEEDS PER RECOMMENDATION:

Acreage Totals per type	Defined Size	Number in OST	Total Existing Acres	Total Acres Needed	Over/Under
Community/ Regional	16-150 Acres	2	98.06	30.15	67.91
Neighborhood	1-15 Acres	5	36.32	20.1	16.22
Pocket	< 1 Acre	1	1.23	2.01	-0.78
<b>TOTALS</b>		<b>8</b>	<b>135.61</b>	<b>52.26</b>	<b>83.35</b>
<b>TOTAL WITHOUT MACGREGOR</b>			<b>52.82</b>	<b>52.26</b>	<b>0.56</b>

PARK NAME	OWNER	PARK TYPE	ACREAGE
Beech White Park	COH	Community (Regional)	15.27
Cyrill Madison Park	COH	Neighborhood / Pocket	1.23
George T Nelson Park (Yellowstone Park)	COH	Neighborhood	6.03
Park at Palm Center	COH	Neighborhood	2.17
Zollie Scales Park	COH	Neighborhood	14.3
Whidby SPARK Park	HISD	SPARK/Neighborhood	5.06
Hartsfield SPARK Park	HISD	SPARK/Neighborhood	8.76
Restoration Community Park	Private	Private	
MacGregor Park	COH	Community (Regional)	82.79
Brays Bayou Greenway	COH	Linear	
<b>Totals</b>			<b>135.61</b>



# PARK NETWORK – PARK AMENITIES

PARK NAME	ACREAGE	Play System	Swimming Pool	Sprayground	Basketball Court	Baseball Field	Softball Field	Soccer Field	Tennis Courts	Volleyball	Dog Parks	Picnic Shelters	Community Centers	Picnic Area	Trails & Paths	Community Garden	Football Field & Post	Bathrooms	Water Fountains	Open Space	Shade Trees	NOTES
Beech White Park	15.27	1			1									1	1		1		1	1	1	Additional seating, shaded areas, field area pools with water during heavy storms.
Cyrril Madison Park	1.23	1			0.5									1						1	1	Additional seating, presently only one table and one trash can.
George T Nelson Park (Yellowstone Park)	6.03	1	1		1	1						1		1	1			1	1	1	1	Basketball pavillion needs repair, tree maintenance as unmanaged overgrowth can be hazardous.
Park at Palm Center	2.17	1		1								1		1	1	1			1		1	Well resourced park with a lot of amenities. Farmers market and other programming that could help support/be an
Zollie Scales Park	14.3	1			1				1					1	1			1	1	1		Currently the only covered area is at basketball court. Additional coverage of seated area, and updated play
Whidby SPARK Park	5.06	1			1									1	1				1	1		Additional data needed.
Hartsfield SPARK Park	8.76	1												1					1			Additional data needed.
Restoration Community Park																						Additional data needed.
MacGregor Park	82.79	2	1			1			16			4	1	1	1			1	1	1	1	Well resourced park with a lot of amenities. Many individuals from neighborhood frequent this location.
Brays Bayou Greenway																						Not technically in OST/South Union, so amenities acreage not included
<b>Totals</b>	<b>135.61</b>	<b>9</b>	<b>2</b>	<b>1</b>	<b>4.5</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>17</b>	<b>0</b>	<b>0</b>	<b>6</b>	<b>1</b>	<b>8</b>	<b>6</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>7</b>	<b>6</b>	<b>5</b>	
<b>OST/SU Population</b>		<b>HPARD Standards = 1 per #K people</b>																				
<b>20,106</b>	<b>20.1</b>	4	50	100	12	30	30	10	10	50	100	10	30									
	<b># Needed</b>	5.0	0.4	0.2	1.7	0.7	0.7	2	2.0	0.4	0.2	2.0	0.7									
	<b>Over/Under</b>	4.0	1.6	0.8	2.8	1.3	-0.7	-2.0	15.0	-0.4	-0.2	4.0	0.3									

## RECOMMENDATIONS:

- Recreation fields and dog parks are largest needs per HPARD standards.
- Confirm whether community needs differ from standards.

# PARK ASSESSMENT SUMMARY

## THE GREAT:

### **Park at Palm Center (5)**

*Positives* - Variety of unique amenities, attractive and varied landscaping, well maintained, holds a variety of activities

*Suggestions* - Access could be better, but greenways are coming

## THE GOOD:

### **George T Nelson (2) and Cyrill Madison (B) Parks**

*Positives* – beautiful trees, good amenities

*Suggestions* – Some amenity updates needed, increase programming, improve access

## THE FOCUS:

### **Zollie Scales (1) and Beech White (A) Parks**

*Positives* – Plenty of space

*Suggestions* – Planning process needed for these parks to optimize space and amenities





OST/SOUTH UNION PARKS PROJECT - PHASE 1  
OUTREACH / PARK STEWARDSHIP BUILDING

HOUSTON PARKS BOARD

GO ARTS TEAM

# PHASE 1 – OUTREACH SUMMARY

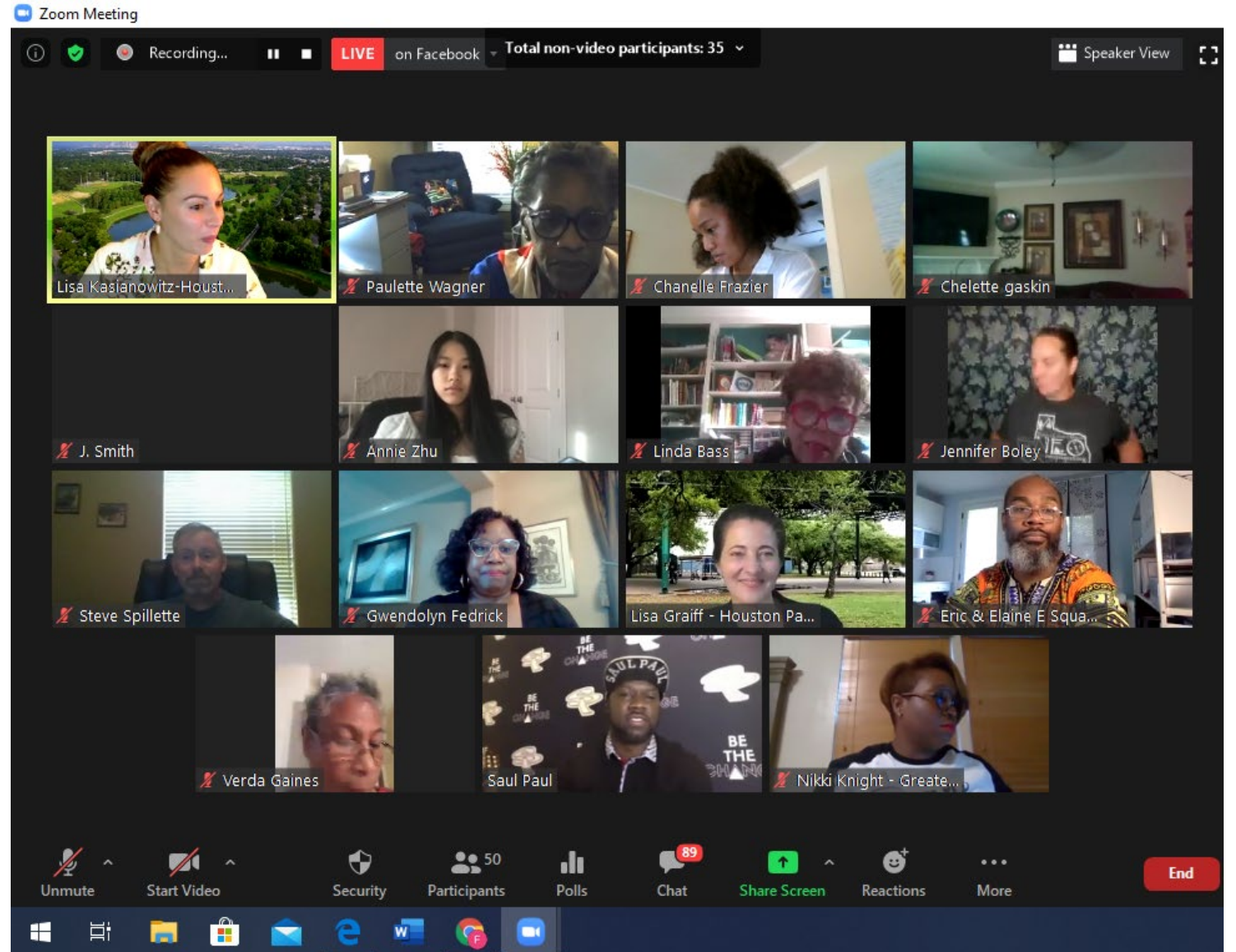
## ORIGINAL PLAN:

### Outreach Methods:

- Two community-wide meetings
- Two stakeholder meetings
- Five speak-outs (attending a neighborhood event)
- Activation events at parks
- Three to five focus Groups

### Virtual Outreach Plan:

- Two virtual community meetings via Zoom and Facebook Live (one pending)
- Two virtual stakeholder meetings via Zoom
- Survey
- “Walk and talk” informal outreach plan to meet at parks
- Development of virtual focus groups with stipends for participants
- Virtual activations in progress, such as Agents of Discovery and art contest





# PHASE 1 – OUTREACH SUMMARY

## METRICS OF SUCCESS AND RESULTS

- Survey response rate: Goal of 200 to 250 responses
  - **Update:** 190 responses received
- Virtual stakeholder meeting #1: Goal of 25 people
  - **Update:** Goal reached – 40 people attended
- Virtual community meeting #1 Publicity and Promotion: Goal of reaching 500 people
  - **Update:** 250 postcards mailed, 10 signs posted
  - Facebook event posts about community meeting
    - **Update:** 649 people reached, 26 engagements
  - Facebook event webpage
    - **Update:** 7,000 people reached, 436 page views, and 225 event responses
  - Twitter event posts
    - **Update:** 648 impressions, 9 engagements, 2 likes
- Virtual community meeting #1 attendance: Goal of 100 people; 50% community members
  - **Update:** 70 attendees on Zoom; appx. 10 people watching on FB
  - FB Live video viewed 205 times as of 7/24/2020, received 101 comments, 3 shares and 61 reactions
  - Approximately 34 of 80 attendees were residents (42%)

## ADDITIONAL

- Six phone interviews with individual community members completed
- Ten walk and talk interviews completed

**You're invited!**

**OST/South Union Parks Project  
Virtual Community Meeting**

**When:** Thursday, July 9 at 6:00 PM  
**Where:** Your computer or smartphone!  
**Why:** Help improve neighborhood parks and connectivity in the OST/South Union area, and vote for your favorite **Create your Perfect Park** artwork created by students in the region.  
**How:** Register for the meeting for a chance to win a \$50 gift card. Must be virtually present to win. Register at the link below:  
<https://houstonparksboard.org/ostsouth-union-parks-project>

**Create your Perfect Park** art contest guidelines and details are available alongside meeting registration information online. Winners will receive \$50 gift cards and must submit artwork no later than Monday, July 6 to [info@houstonparksboard.org](mailto:info@houstonparksboard.org).

# OUTREACH INTERVIEWS AND WALK & TALKS

## INTERVIEWS:

- Interviewed 4 individuals who joined the Community Meeting
- Residents are proud of the area and have a connection with the history
- They like the parks now but remember the former vibrancy of the parks. They thought park use reduced because:
  - Community Center at Zollie Scales closed
  - Little League no longer happens
  - Used to have large yearly community party at George T Nelson/Yellowstone park
  - Trash cans no longer have bag liners (maintenance standard changed)
- Residents stated they would use parks more if they had more amenities, such as splash pads, scenic trails, community center/event space, or dog parks



# OUTREACH INTERVIEWS AND WALK & TALKS

## WALK AND TALKS:

- Ten interviews completed
- MacGregor, George T Nelson, Park at Palm Center, and Zollie Scales are favorite parks in the area
- All thought parks were important for the health of the community
- More city sponsored activities in the parks would increase use
- “Neighborhood Pride” should be reflected in all community parks
- History and art would be beneficial

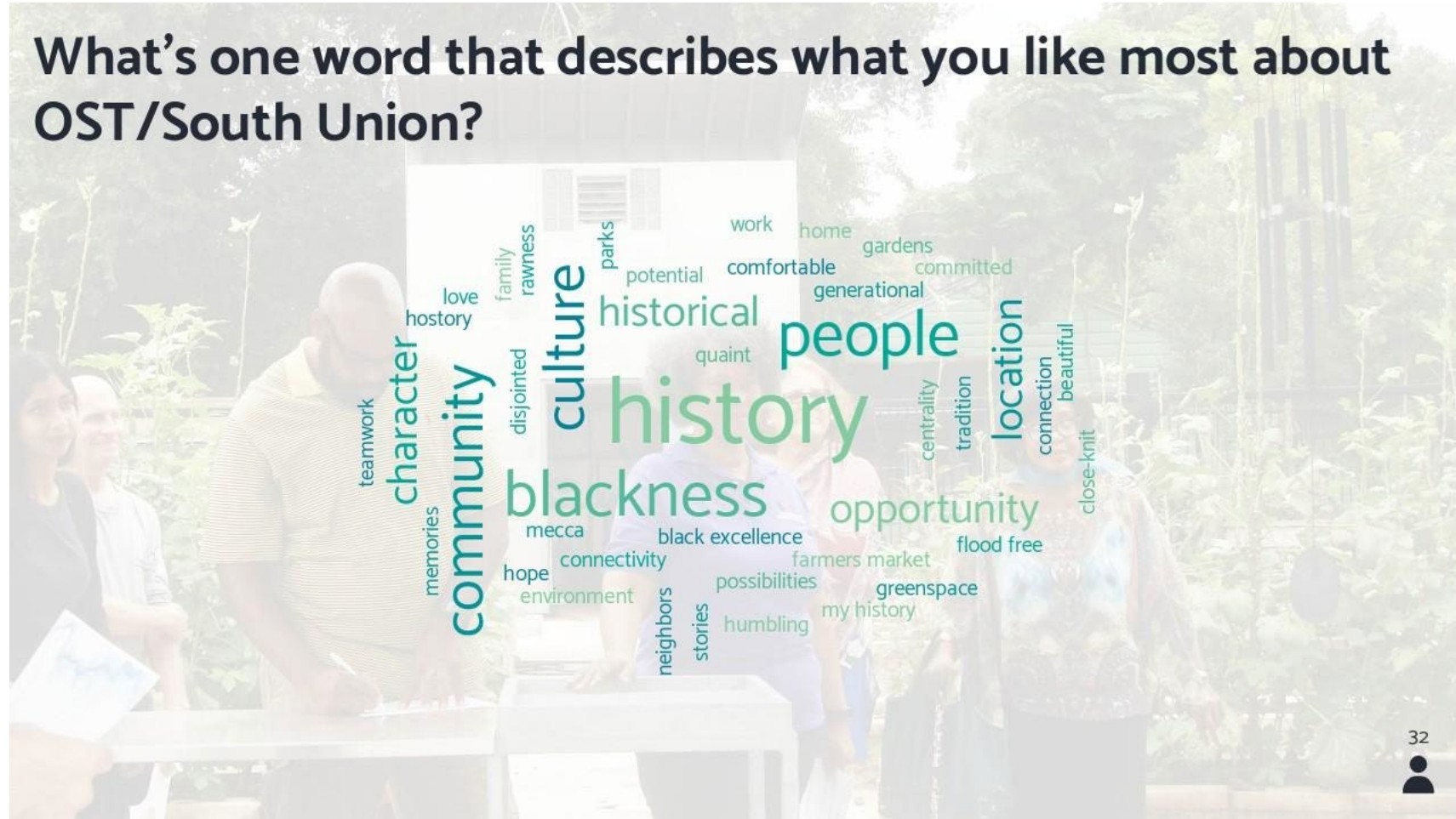


# OUTREACH SUMMARY

## GENERAL:

- Incorporation of their culture and history into the parks is strongly desired
- People who live here like their proximity to downtown, medical center and higher ed institutions
- Virtual engagement is a challenge due the technology divide (lack of computers, smart phones, tablets, etc.)
- Community considers parks and green space important to their quality of life
- Crime around parks and in the community is a concern

What's one word that describes what you like most about OST/South Union?

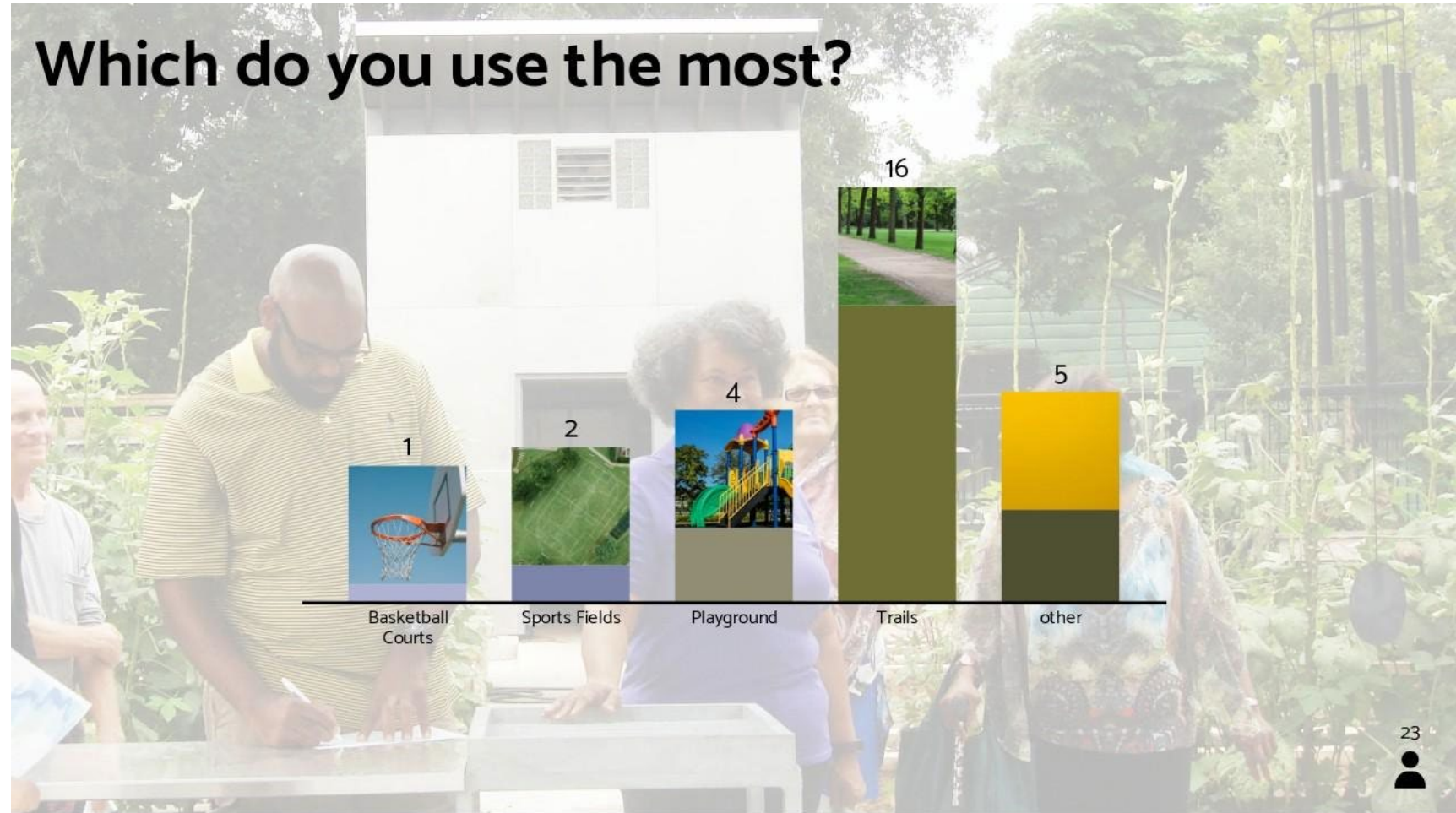




# OUTREACH SUMMARY

## PARKS:

- More amenities and shade would increase park use.
- The parks were highly used and active decades ago.
- Some reasons may be:
  - Increase in crime
  - Maintenance
  - Lack of shade
  - Programming or ongoing activations for various age groups needed



# OUTREACH AND ENGAGEMENT - NEXT STEPS

## **FOCUS GROUP DEVELOPMENT:**

- Three focus groups topics based on community feedback:
  - Parents/Guardians
  - Nature/Landscaping
  - History and Art
- Common themes to discuss at each focus group:
  - Safety and Security – concerns and solutions
  - Volunteer opportunities
  - Active recreation opportunities for all ages
- Stipends for focus group volunteers. Trainings will be held for focus group leaders and co-leaders
- Timeframe: Fall 2020 to early 2021



# OST/SOUTH UNION PARKS PROJECT - PHASE 1

## PROPOSED PROJECTS

# PROPOSED ACTIVATION

## AGENTS OF DISCOVERY:

- Educational mobile gaming platform that uses augmented reality to get youth active
- Create a specific mission in a specific place, and parents/guardians download the FREE mobile gaming app on their phones to help their children complete the mission
- Proposed first park: George T. Nelson/Yellowstone Park (and then expand to other parks)
- Timeframe: November
- How to market? YOU can help!

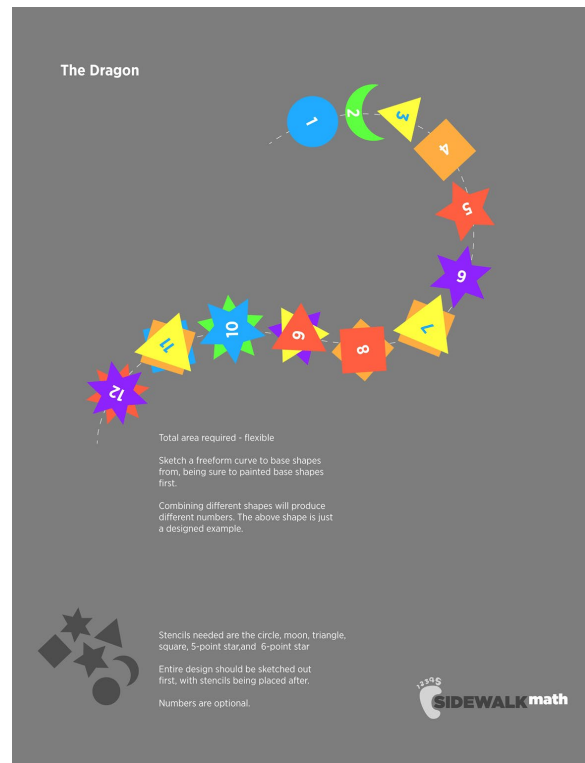




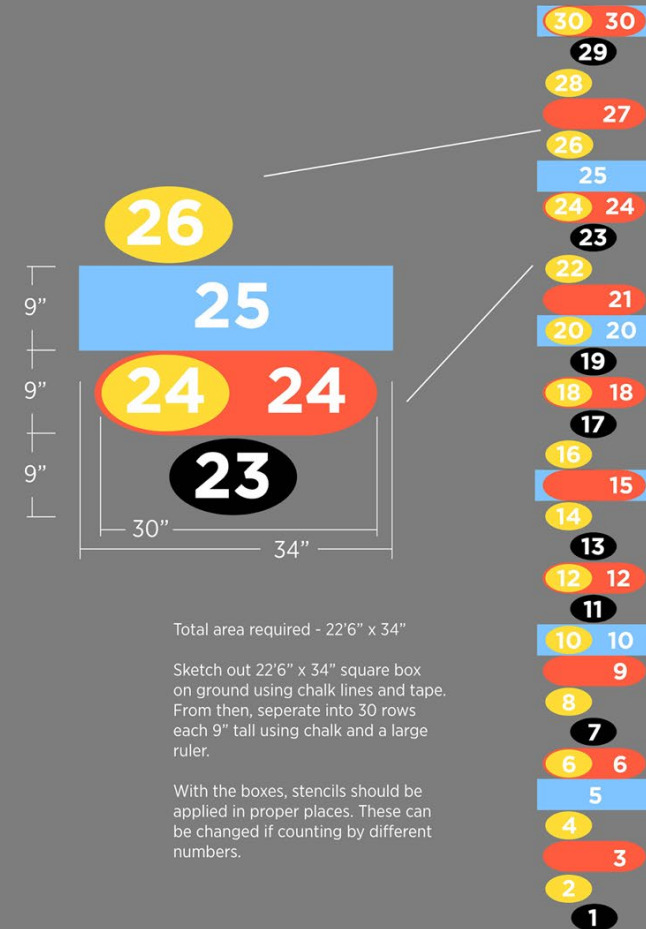
# PROPOSED PROJECTS

## SIDEWALK MATH:

- Fun and educational
- Low cost
- Artwork can be customized to the locations
- Quick to implement
- Can be implemented and stewarded by the community



### Count by 2, 3, and 5



Main stencils are the long oval, short oval, and 34" rectangle.

Entire design should be layed out first, with stencils being placed after.

Numbers are 5 inches high



# PROPOSED PROJECTS

## HISTORY:

- Area is under documented
- Parks have interesting history and are named after important citizens
- Many community members have lived there for decades
- Will make parks unique to the area and provide learning opportunities
- OST/South Union GO Neighborhood could be repository of history in partnership with Houston Public Library



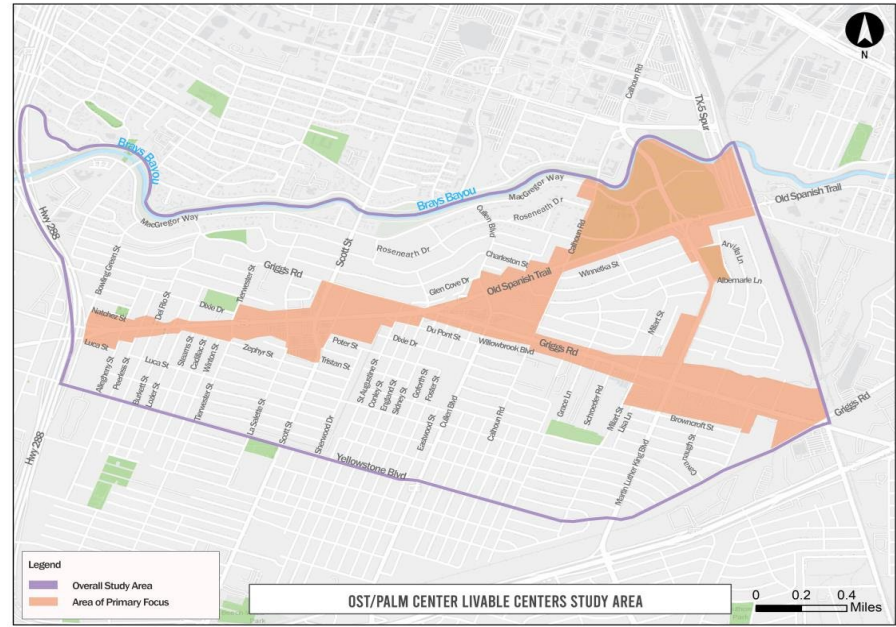


# OST/SOUTH UNION PARKS PROJECT - PHASE 1 AREA PROJECTS UPDATES

# PROJECT UPDATES – HOUSTON SOUTHEAST

## GREENWAY

## OST/PALM CENTER LIVABLE CENTERS STUDY FY2021



For more information contact:  
Nikki Knight - [nknight@houstonse.org](mailto:nknight@houstonse.org)



## DREAM 77021...

- Collaborative approach to engaging historically-excluded residents and community members in assessing and prioritizing community conditions that support mental health, wellbeing, resilience, and equity in OST/South Union
- Project of the OST/South Union GO Neighborhood's Health Improvement Partnership (OHIP), which is a multi-sector coalition comprised of residents, partner organizations, and other community stakeholders
- Development of a comprehensive action plan, using THRIVE\* as a framework to address 12 community factors, including *Parks & Open Space*





# FUTURE AREA INITIATIVES

## 50/50 PARKS PARTNERS

Collaboration between:

- Houston Parks and Recreation Department
  - Houston Parks Board
  - Greater Houston Partnership
- 
- ❑ Initiative to uplift neighborhood parks (1 to 15 acres)
  - ❑ [Mayor Sylvester Turner's announcement](#) October 2019
  - ❑ Challenged 50 companies to join a citywide coalition driving improvements to 50 neighborhood parks.

<https://houstonparksboard.org/donate/5050-park-partners>





# BREAK OUT SESSION

- **What are the questions we should pose in our focus groups?**
- **Thoughts or feedback on the information so far?**
- **Comments on the proposed next steps?**
- **Any gaps or new ideas?**
- **Ideas of how your organization can help?**

# WRAP UP AND NEXT STEPS

## **EXISTING CONDITIONS ASSESSMENT**

- Complete

## **OUTREACH**

- Focus Groups
- Community Meeting - TBD

## **PHASE 1 WRAP UP**

- Phase 1 Report

## **PHASE 2 PLANNING**

- Identify funding
- Implement quick win projects
- SPARK Park Coordination
- Community Stewardship Pilot Project
- Identify community amenity need vs standards



# STAKEHOLDER INVOLVEMENT

## HOW YOU CAN HELP:

- TBD!

## QUESTIONS / COMMENTS / IDEAS?

Contact Lisa K -  
[lisa@houstonparksboard.org](mailto:lisa@houstonparksboard.org)







# THANKS EVERYONE!

Contact - Lisa Kasianowitz - [lisa@houstonparksboard.org](mailto:lisa@houstonparksboard.org) - with questions